

## CLAIMS

5

1. A method of quantifying the value of a constituent population of an entity to the entity comprising:

- A. identifying a number of exchange elements which are offered to the constituent population by the entity;
- 10 B. associating a cost to the entity with each of said exchange elements;
- C. summing the exchange element cost to the entity for said constituent population to obtain a total exchange element cost;
- D. identifying a number of behaviors of said constituent population;
- E. associating a value with each of said behaviors;
- 15 F. summing the value of the behaviors associated with the constituent population to obtain a total behavior value; and
- G. quantifying the value contributed to said entity by said constituent population by subtracting the total exchange element cost from the total behavior value.

20

2. The method of claim 1 further comprising:

- H. determining an experience of said constituent to at least one of said exchange elements offered by said entity;
- I. obtaining data relative to said constituent's mindset regarding said experience;
- 25 J. constructing at least one value exchange gap based on said data;
- K. determining behaviors of said constituent which result from said experience and said mindset data;
- L. linking particular exchange elements to particular resulting behaviors of said constituent; and

30

M. adjusting said exchange elements to cause said constituent to exhibit behaviors which are more valuable to the entity than previous behaviors.

3. The method of claim 2 further comprising tracking the value attributed  
5 to said adjusted exchange elements over time.

4. A method of modeling behaviors of a constituent associated with an entity comprising:

- A. determining an experience of said constituent to an exchange element offered by said entity;
- B. obtaining data relative to said constituent's mindset regarding said experience;
- C. identifying one or more value exchange gaps based on said data;
- D. determining behaviors of said constituent which result from said experience and said mindset data; and
- E. linking particular exchange elements to particular resulting behaviors of said constituent.

5. The method of claim 3 further comprising:

- F. associating a cost to the entity with each of said exchange elements;
- G. summing the exchange element cost to the entity for said constituent to obtain a total exchange element cost;
- H. associating a value with each of said behaviors;
- I. summing the value of the behaviors associated with said constituent to obtain a total behavior value; and
- J. quantifying the value contributed to said entity by said constituent by subtracting the total exchange element cost from the total behavior value.

6. The method of claim 5 further comprising tracking the value attributed to said adjusted exchange elements over time.

- 5           7. A method of optimizing the value of an entity comprising:
- A. identifying a number of exchange elements which are offered to a constituent by the entity;
- B. associating a cost to the entity with each of said exchange elements;
- C. summing the exchange element cost to the entity for said constituent to obtain a total exchange element cost;
- D. identifying a number of behaviors of said constituent;
- E. associating a value with each of said behaviors;
- F. summing the value of the behaviors associated with said constituent to obtain a total behavior value;
- 10         G. quantifying the value contributed to said entity by said constituent by subtracting the total exchange element cost from the total behavior value;
- H. determining an experience of said constituent to at least one of said exchange elements offered by said entity;
- I. obtaining data relative to said constituent's mindset regarding said experience;
- 15         J. identifying one or more value exchange gaps based on said data;
- K. determining behaviors of said constituent which result from said experience and said mindset data;
- L. linking particular exchange elements to particular resulting behaviors of said constituent; and
- 20         M. adjusting said exchange elements to cause said constituent to exhibit behaviors which are more valuable to the entity than previous behaviors.

8. The method of claim 7 further comprising tracking the value attributed to said adjusted exchange elements over time.